

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON INC.

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# BEAT INFLATION SMOKE A BUCK



**Full rich flavor,  
not full price.**

Available in Kings & Kings Lights.

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**

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Mfr's suggested retail price.

Kings Lights: 11 mg "tar," 0.7 mg nicotine - Kings: 14 mg  
"tar," 1.0 mg nicotine av. per cigarette by FTC method.

